



Childhood Influenza Immunization Coalition
**National Survey Findings of Mother's
Attitudes & Behaviors**
National Influenza Vaccine Summit
October 19, 2009



Childhood Influenza
Immunization Coalition
The Power of One Strong Voice



National
Foundation for
Infectious
Diseases

Research to Gain a Better Understanding of Attitudes and Behaviors

Mother Focus Groups



HCP Phone Interviews



National Survey



- Provide deeper insight into the factors and triggers that motivate and inhibit behavior
- Help identify optimal strategic communication messages to integrate into upcoming *CIIC* activities, which aim to:
 - Heighten awareness of influenza as a serious disease
 - Convey benefits/elevate importance of immunization as prevention
 - Eliminate misconceptions and shift attitudes to further expand base of “vaccine-compliant” parents
 - Drive action

SURVEY FINDINGS - CONFIRMED HYPOTHESES

Perceived Severity of Seasonal Flu: Middle of the Pack

- As discovered in qualitative research, mothers don't think seasonal flu is as serious as H1N1 or other vaccine-preventable diseases
- However, certainly viewed as more serious than the common cold

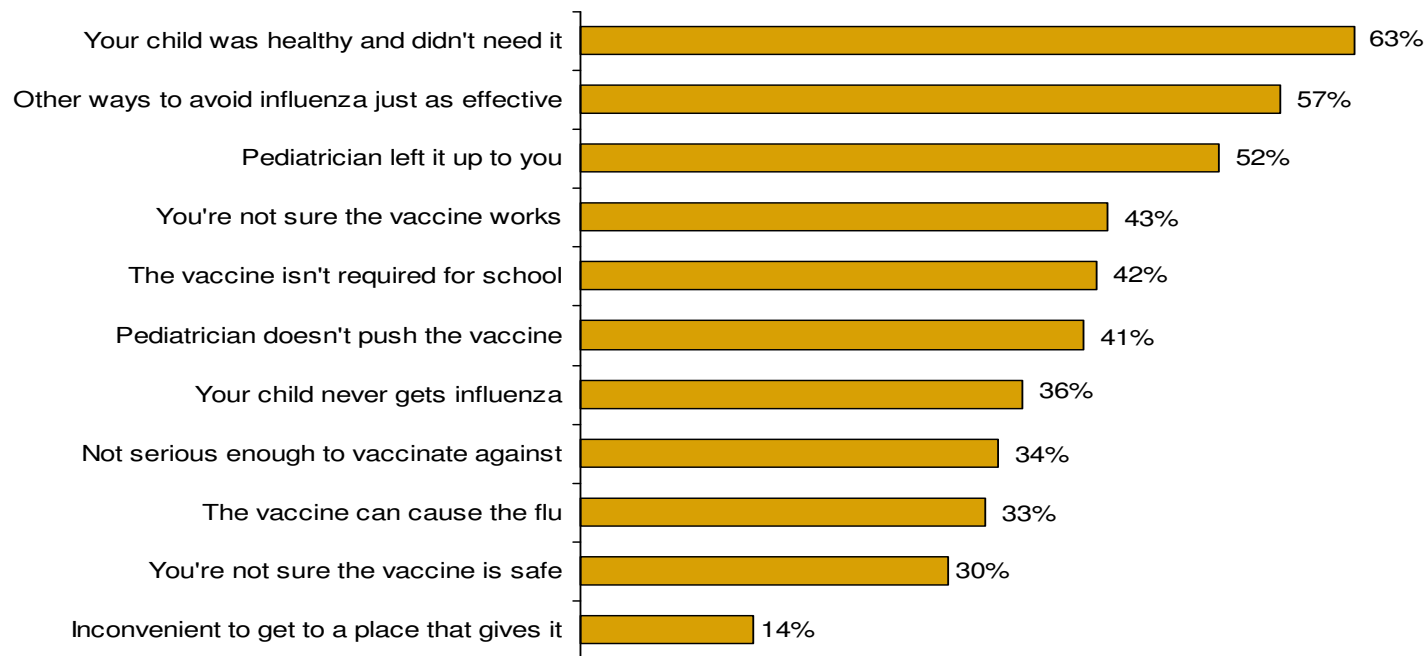
	Extremely	Somewhat	Not very	Not at all	Don't know
Polio	77%	14%	4%	5%	1%
H1N1	39%	46%	11%	3%	2%
Measles	35%	50%	9%	4%	2%
Chickenpox	11%	51%	31%	8%	0
Seasonal flu	9%	54%	31%	6%	0
Common cold	0	20%	57%	22%	0

SURVEY FINDINGS - CONFIRMED HYPOTHESES

Multiple Reasons Cited for Not Vaccinating Children Annually

- 35% vaccinate all/some of their children for seasonal flu annually
- 40% never vaccinated their children for flu
- 25% vaccinate their children occasionally -- in some years but not in others
 - Mothers cite multiple reasons for not vaccinating their children annually
 - Confirms hypotheses re: importance of “magical thinking” & “free choice/doctor didn’t advocate vaccine”

Primary Reasons All Children Have Not Been Vaccinated Every Year (n= 348; 70%)



SURPRISING KEY CONCERNS

Safety and Contagion

Safety Concerns – NOT Main Reasons for Not Vaccinating

- Over 2/3 of mothers think the seasonal influenza vaccine is SAFE (70%) and IMPORTANT FOR KEEPING HEALTHY (67%)
 - Do not seem overly concerned that vaccine causes influenza
- A somewhat lower percentage (57%) believe the vaccine is effective
- Moms' perceptions of vaccine SAFETY and EFFICACY seem to go hand in hand
- Only 5% of survey participants said that their primary reason for not having their children vaccinated annually was a belief that the influenza vaccine causes the illness.

Contagion Concerns - Worried about Upset Routines

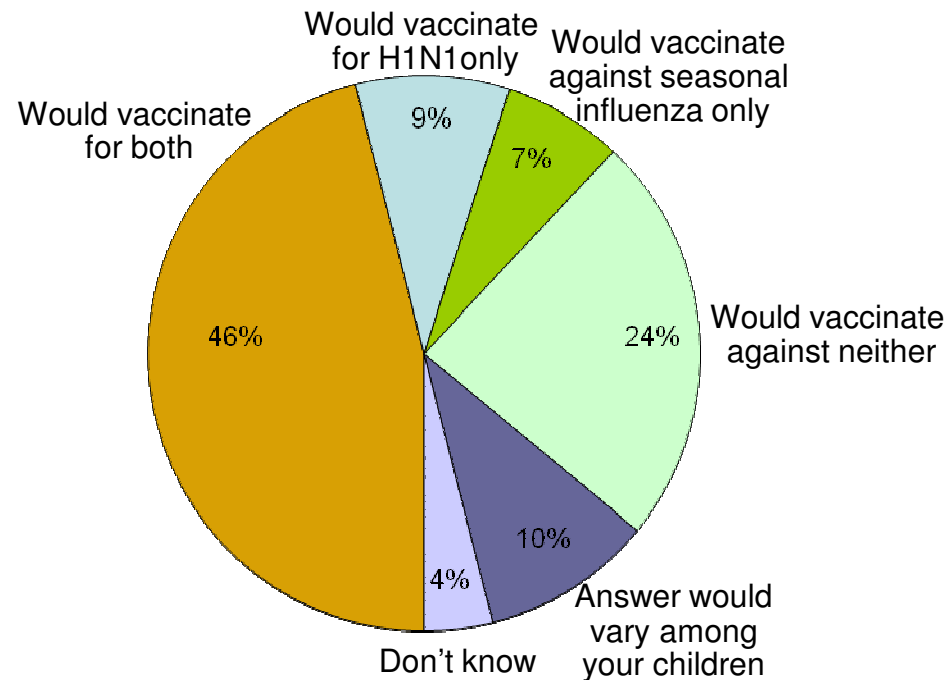
- In contrast to qualitative findings, a large majority of participants (91%) cited “the whole family getting sick” as a significant concern associated with a child in the family contracting seasonal flu

THE H1N1 “EFFECT”

Influenza Vaccination Interest Heightened this Season

- Nearly 1/2 say they will seek seasonal and H1N1 vaccination for their children this season; 1/4 will seek neither; 1 in 10 say the answer varies for their children
 - Mothers of younger children more likely to seek both vaccines (51% for 6 mos. to 5 yrs; 47% for 6 - 11 years; 39% for 12 - 18 years)
- Interest in H1N1 and seasonal flu vaccines appears to be running similar
 - 55% indicate interest in vaccinating for H1N1; 53% for seasonal flu vaccination

Plan to Vaccinate Children this Fall if H1N1 and Seasonal Influenza Vaccines are Available



MESSAGING & KEY INSIGHTS

Top Messages Resonate among All Mothers Despite Vaccination Habits

Message Rank (highest to lowest influence)

	Mothers who don't regularly have their children vaccinated n = 350	Mothers who regularly have their children vaccinated n = 150
Healthy kids die from the flu.	1	1
Vaccinate early to protect against two deadly diseases; seasonal/H1N1.	2	6
A pediatric death from flu is as tragic as from any other cause.	3	2
Now you know- flu can kill. Vaccinate to protect your kids.	4	9
Know your flu facts. Do all you can to protect your children.	5	5
Flu is hard on body and disruptive to families; vaccination is easy.	6	4
The choice is yours.	7	14
Vaccination is an opportunity to protect your kids; make a wise choice.	8	11
Children are great spreaders of flu; protect yours with vaccination.	9	7
Seasonal vaccine is time tested - 100 million Americans get it annually.	10	3

Key Insights

- Focus on breaking down vaccination barriers to increase childhood influenza immunization rates
 - Increase awareness that vaccination is *necessary* not *optional*
 - Emphasize contagion/impact on family and discomfort and vulnerability of children
 - “*Flu is hard on the body and disruptive to families; vaccination is easy.*”
 - Continue to communicate flu’s severity and link with death and dispel “magical thinking” that healthy kids are immune
 - “*Healthy kids die from the flu.*”
 - “*A pediatric death from flu is as tragic as from any other cause.*”
 - “*Now you know -- flu can kill. Vaccinate to protect your children.*”
 - “*Know your flu facts. Do all you can to protect your children.*”
 - Increase efforts that emphasize knowledge acquisition/“flu facts” to communicate vaccine’s safety, efficacy and importance to overall health

Incorporating Research Results into 2009-2010 *Coalition* Communications Efforts

- Present/share learnings with media and immunization community (e.g., publicity, member meetings, partner calls, panel discussions)
- Fine-tune messaging to what we learned resonate with mothers
- Implement targeted awareness/educational activities
 - *Coalition* Tagline: “Be FLUent”
 - Online activities: Banner ads, email blasts, online video series
 - Radio programming: Multilingual PSA series; news release series
 - HCP Influenza Vaccination Commitment (Proxy)
 - Ongoing media outreach/activities (Children’s Flu Vaccination Day, activities with Families Fighting Flu and CDC)
 - Updated *Coalition* Web site (new look and information)



APPENDIX

Methodology



- To further investigate qualitative findings (focus groups) with a quantifiable, representative sample
- To test a range of communications messages (based on qualitative findings) to determine which resonate best with target parents
- To use these results to inform and optimize communication messages for upcoming communications programs
- 500-interview telephone study; August 19 - 25, 2009
 - Respondents geographically dispersed
 - Northeast, North Central, South, West
 - Respondents had children 6 months through 18 years of age living in household

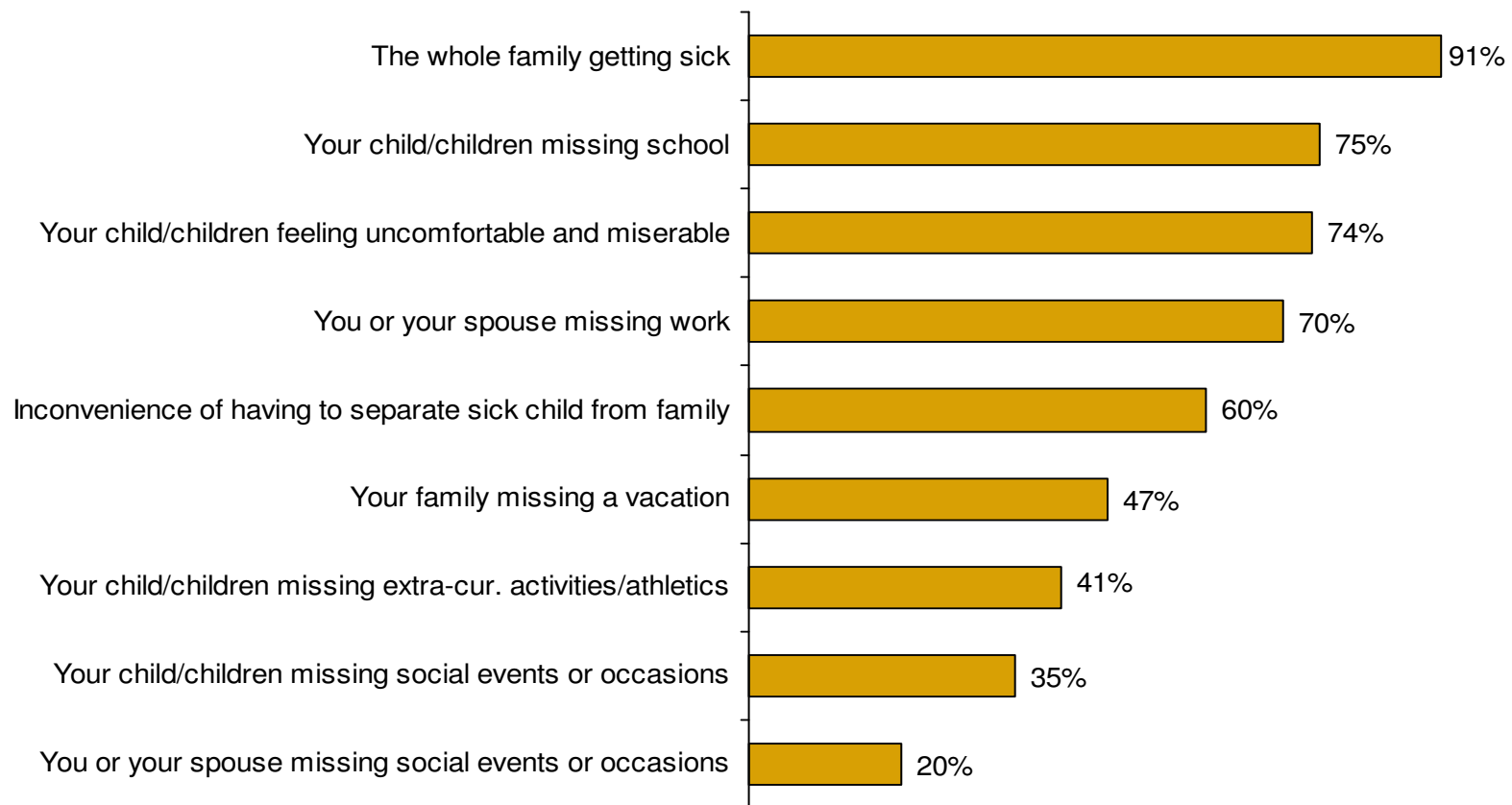
Seasonal Flu “Packs a Punch” on Family Functioning

- 82% of mothers said seasonal influenza in one of their children would have “some” or “substantial” impact on their family/household
 - Impact believed to be similar to stomach virus and strep throat
 - However, impact of H1N1 perceived to be greater

	Substantial	Some	Hardly any	None
H1N1	52	41	4	2
Seasonal flu	15	67	12	6
Stomach virus	14	60	18	8
Strep throat	13	61	17	9
Ear infection	5	42	34	19
Common cold	2	34	41	23

Contagion — and Upset Routines — Key Concerns

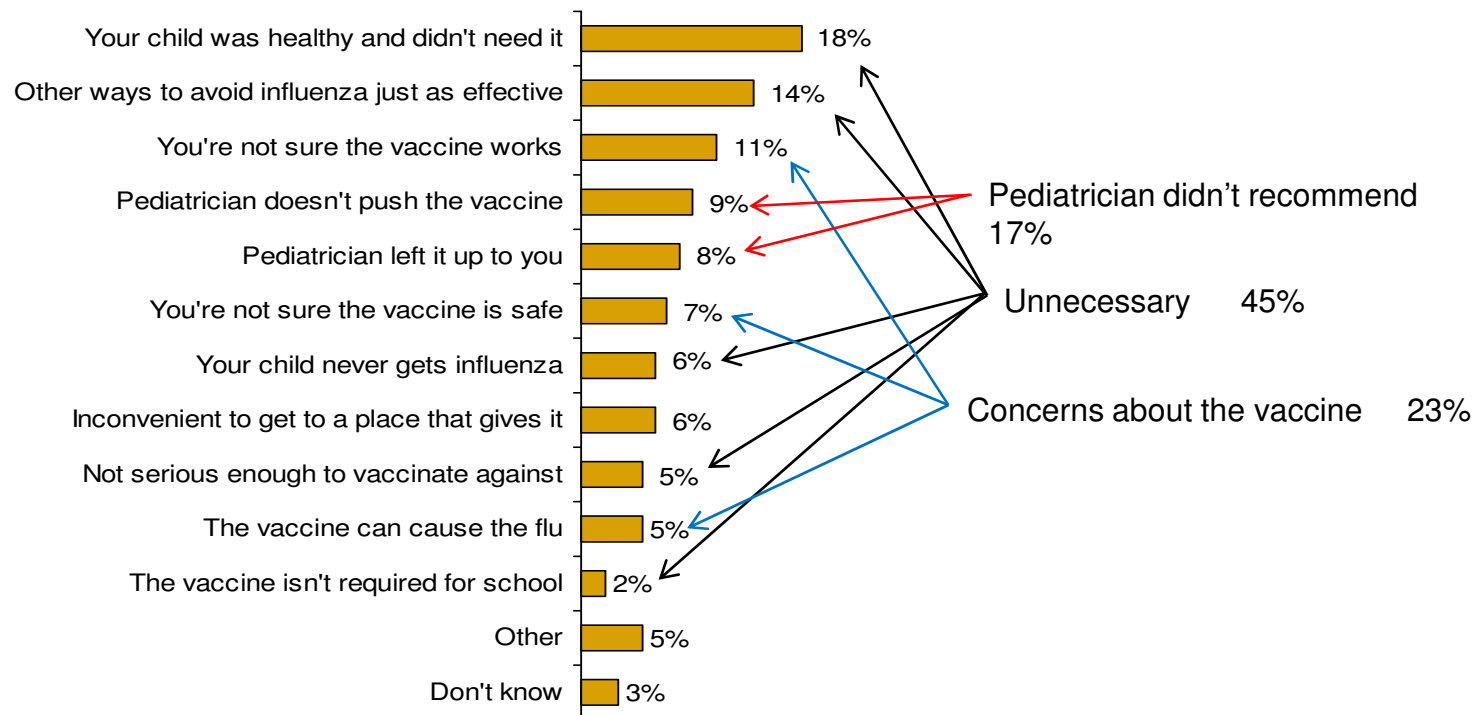
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Safety Concerns are NOT Main Reasons for Not Vaccinating

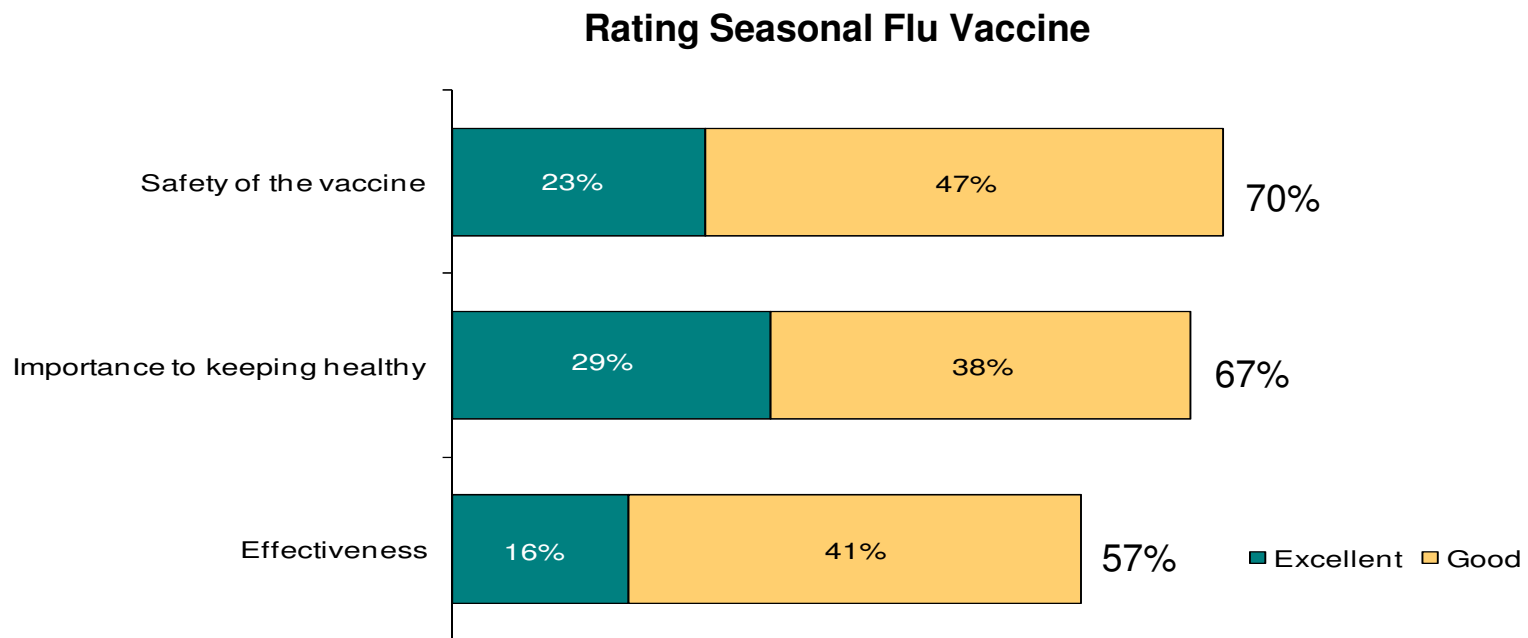
- Over 2/3 of mothers think the seasonal influenza vaccine is SAFE (70%) and IMPORTANT FOR KEEPING HEALTHY (67%)
 - Do not seem overly concerned that vaccine causes influenza
- A somewhat lower percentage (57%) believe the vaccine is effective
- Moms' perceptions of vaccine SAFETY and EFFICACY seem to go hand in hand

Most Important Reason All Children Have Not Been Vaccinated Annually for Seasonal Influenza



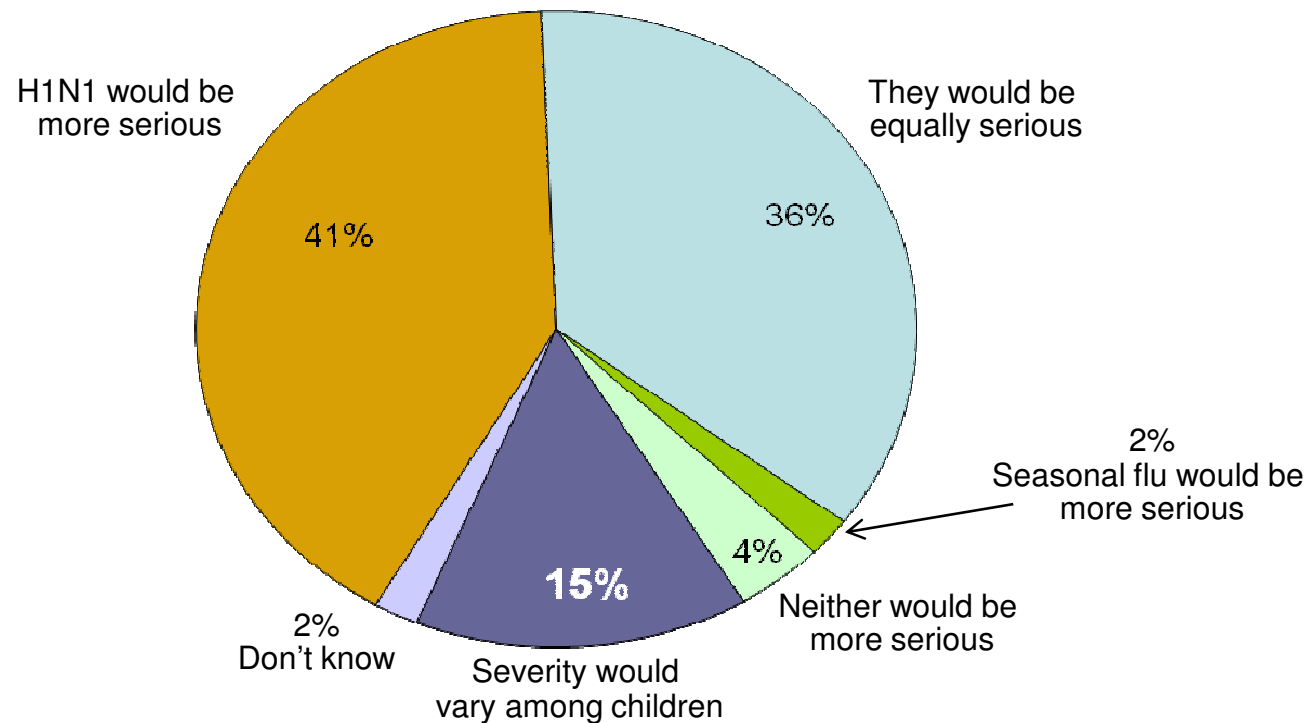
Vaccine Safety Questioned Less Than Efficacy

- Over 2/3 of mothers think the seasonal influenza vaccine is **SAFE** and **IMPORTANT FOR KEEPING HEALTHY**
 - Safety perceptions somewhat higher than qualitative research indicated
- A somewhat lower percentage (57%) believe the vaccine is effective
- Moms' perceptions of vaccine **SAFETY** and **EFFICACY** seem to go hand in hand



Meaningful Segment of Mothers Consider Seasonal Flu as Serious as H1N1

- Despite the media frenzy over H1N1, nearly 40% of mothers believe seasonal influenza is at least as serious as H1N1
 - But 41% believe H1N1 would be more serious
 - 15% believe severity of influenza (both H1N1 and seasonal) would vary among their children - mainly due to underlying health conditions



H1N1 Has Heightened Some Mothers' Concern over Seasonal Influenza

- Respondents were nearly evenly split as to whether H1N1 had heightened their concern about the seriousness of seasonal flu
 - 48% more concerned now
 - 50% said H1N1 had no effect on seasonal flu perception
 - Nearly 40% believe seasonal influenza is at least as serious as H1N1
- Mothers who are now more concerned about seasonal flu (due to H1N1 publicity) are evenly split among three reasons why:
 - Ease of transmission
 - Elevated risk for children
 - Risk of death in children

Pediatrician Interviews Revealed

- They view influenza vaccination as important, but not as important as other “required” (as opposed to recommended) vaccinations
- Misconceptions still widely held among moms, despite educational efforts
 - Vaccine is not effective
 - Vaccine causes influenza
 - Vaccine not necessary for healthy children
- Novel H1N1 influenza publicity has caused an increase in concern and awareness of the dangers of influenza